



DIRECTED ONLINE



[www.directe](http://www.directe)



donline.com

A swimmer in a pool, captured from an overhead perspective, moving from the bottom left towards the top right. The swimmer is wearing a black long-sleeved swimsuit and a pink swim cap. The water is clear blue, and there is a large splash of white water behind the swimmer. The pool's lane lines are visible on the bottom. Three lines of white text are overlaid on the image.

To be effective in the Global Marketplace

*Directed Online*

*Crystal Clear Global Solutions*



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**W**e start by looking at your unique requirements and specific objectives of your organization. Our experts in print, print-related and promotional marketing will analyze, assess and collaborate with you to develop a thorough understanding of your process, carefully reviewing each business challenge facing your team.

Then, we create a customized Basics Strategic Advantage (BSA) solution that is technology enabled to help you gain control over your entire supply chain. There are no off-the-shelf remedies or one-size-fits-all answers. Instead, we act as a seamless extension of your marketing and procurement teams to develop a unique, results-driven DNA solution with one goal in mind – saving you money.

### What's in Your Business Basic Strategic Advantage?

Let our experts analyze your print, print related and promotional marketing supply chain and processes to uncover specific savings opportunities. They will work closely with you to identify gaps and overlaps and make recommendations on exactly how to streamline your processes and create new efficiencies. You will receive a full report of their findings and recommendations, and this business case will help you justify your decision to engage Solutions by Premier to generate the cost savings and efficiencies potential in developing, implementing and managing your (BSA) solution.

### Strategic Solutions

#### **Design, Source, Produce, Warehouse, Fulfill & Deliver.**

All of your print and promotional marketing needs are managed as one comprehensive solution. Your entire spend is aggregated to save you even more money. That's the power of Basics Solutions Advantage, and that's how we recognize savings every day for clients like you.

Our BSA solutions streamline every aspect of your print and promotional marketing supply chain, identifying hidden costs and implementing processes that reduce your total spend up to 20%. Our sourcing technology automatically

identifies the best-fit supplier for each project. It draws on our proprietary print and supplier information, factoring in variables such as excess capacity and geography to facilitate better pricing. We also take advantage of competitive pricing from overseas suppliers when time allows.

We provide our clients with access to more than a million different promotional items. For some clients, we have even developed and managed complete online company stores, handling all fulfillment and delivery. We have created highly successful employee recognition and retention programs for a number of organizations.

### Commercial Print

We provide all kinds of commercial print (4-6-10 color stochastic, specialty print, large format, digital and more.) through our own facilities and partner network for the best overall solution. Our size and consolidated volume, as well as our expertise and supporting tools deliver savings and optimum solutions for our clients. In addition, our commercial print process is designed to fit within our client's creative workflow.

### Economic Audit Anyone?

**Directed Online** has the right people, technology and processes to meet the most rigorous project demands, from concept to print and beyond to fulfillment and logistics or global sourcing. Want a crystal clear picture of the benefits we can provide? Request an Economic Audit for a confidential, fact-based, no-fee consulting engagement to determine the potential cost reductions and improved process efficiencies that can be achieved by working with us.

### Basics Automated Solutions

In today's always-on, real-time business environment companies are being stretched to do more with fewer resources. Marketing departments in particular are under pressure to meet the constant needs and requests of a wide variety of both internal and external constituents – from customers and employees to partners, resellers and franchisees. Built on our powerful Basics Automated

platform our OPS solutions allow marketing departments to meet their needs in an easier, more efficient and cost effective manner.

### Marketing Materials

Allow your sales team, marketing partners and anyone else you select to customize, order and fulfill a wide array of marketing materials, from brochures and product sheets to advertisements and direct mail. Basics On Line Solution supports both print-on-demand and inventoried materials and provides simple tools for you to approve, update and manage every item

### Business Identity Materials

Business identity materials, including letterhead, business cards, forms and envelopes are always in high demand from internal employees as well as external partners. Basics Corporate Store enables these groups to view, customize and order business identity items online in a self-service model, making fulfillment a breeze.

### Branded Promotional Items

There's nothing more powerful in marketing than brand evangelists, and our Promos solution enables companies to equip their customers with branded merchandise at the click of a button. An online storefront with full ecommerce functionality, provides your customers and partners access to thousands of promotional products, from wearables and gifts to tech gear and executive items and everything in between.

### Customer & Employee Rewards Programs

Easily create, promote and manage a points based customer and/or employee rewards program to help drive loyalty and sales as well as employee retention. For users our rewards sites are intuitive and easy to navigate, with features for monitoring your account, browsing and ordering rewards products and redeeming points. Program administration is also a snap with tools for monitoring users, managing products and financial reporting.

## Back to the Basics... Our Approach



# Suite of Services



## About Us

Great effective marketing isn't just about being pretty, it's about being smart. **Directed Online** had its beginnings start in Brooklyn NY some 35 years ago. Our industry knowledge allows your projects to be cutting edge, innovative and on budget.

**We keep our concentration on providing innovative solutions keeping your business ahead of the competition.**



## Knowledge Base

A great cryptic, philosopher king once said: **"To know PDF is to know the universe."** Is this really true, you expectantly ask? Well no, sadly it is not! But don't be disheartened, for the truth about PDF's and other cross channel related questions answers can be found in our knowledge base. Our abilities stem from many lifetimes of real hands on experiences, always learning. **After all, the more you know, the better.**



## Corporate Stores

Our effortless to use, custom branded e-storefront appears as an extension of your companies own ordering system. Your customers & internal clients select from a hierarchy of fully-customizable marketing collateral, stationery, forms and inventory. Your corporate branding standards are all programmed into the system ensuring that all communications are in approved formats.



## Services

Directed Online Suite of Global cross channel solutions professional services are designed to provide your company solutions. Bundled together or utilized independently, we offer direct mail, email, personal URL's, SMS texting; digital, offset, web and wide-format printing, and distribution. Warehousing, picks-packs-kitting are all provided in our state-of-the-art facilities.



## Sustainable

Directed Online is committed to providing your corporation simplistic, responsible, environmentally friendly solutions that work. Smart designs start by using .FSC certified papers, corn oil derived inks and the environmentally friendly processes. which will promote your company. We bring these initiatives to your audience making them aware of your efforts to make a difference.



# Your Corporate World



## Events & Trade Shows

As a leading global event marketing company, we take an integrated approach to strategic experience planning, developing unique personal experiences that produce measurable results. And we marry that up to logistics, production and execution capability in both emerging and established markets worldwide

Event Management  
Press Events  
Trade Show Marketing



## Technology

Digital Store Front is the award-winning flexible e Commerce solution that offers the industry-leading print buyer experience designed to grow your business. Through the Smart Store functionality, it offers the best-in-class tool set for configuring and managing your corporate store .

Digital Store Front is customizable to fit the needs of any business and can be used to enhance the user's experience.



## Stationery

Like a finely tailored suit, your business stationery should evoke a memorable impression without having to say a word. With decades of experience in engraving, embossing, foil stamping, die cutting, printing and thermography. Directed provides solutions for companies, graphics and marketing professionals to create corporate identity components that distinguish businesses from that of their competitors.



## Marketing

A true brand experience is so much more than an interaction. It's that moment in time when a customer not only sees the brand promise but is able to live it in ways that drive deep affinity and loyalty. At Directed we're experts at getting to the heart of what matters most to your audiences and then developing holistic experiences that attract, engage, and promote brand experiences



## Promotional

We take a holistic approach to create the ultimate event experience for every brand and promotion. Everything gets the Directed touch from the planning, to the execution, to the main event. Working globally - thinking locally, that's our motto wherever we are.. We guarantee to provide quality controlled, cost-effective, and innovative promotional solutions for any event large or small

# Sustainable Global Solutions

As the world becomes a smaller place to do business made possible through **advances in technology & communications**, more companies are looking to expand globally. Organizations competing in this marketplace face unique challenges to **globally expand** their **branded** materials in an electronic and print format. To support these **marketing** and communication efforts, **Print by Premier** can facilitate the production and distribution for these projects with **guaranteed** quality delivered with local expertise. Our partners are located in **30-countries**, and have more than 130 facilities globally which make this all possible **every day**.

 UNITED STATES	 FINLAND	 JAPAN	 SOUTH KOREA
 AUSTRALIA	 FRANCE	 MALAYSIA	 SPAIN
 BELGIUM	 GERMANY	 MOLDOVA	 SWEDEN
 BRAZIL	 HONG KONG	 NETHERLANDS	 SWITZERLAND
 BULGARIA	 ICELAND	 NORWAY	 THAILAND
 CANADA	 INDIA	 POLAND	 UKRAINE
 CHINA	 INDONESIA	 ROMANIA	 UNITED KINGDOM
 DENMARK	 IRELAND	 SINGAPORE	 VIET NAM
 ESTONIA	 ITALY	 SOUTH AFRICA	 YUGOSLAVIA



**Lower your firms carbon footprint**

**Eliminate duties, tariffs & customs**

**One source for all communications**

**Certified global G7 master printers**

**Translations in local dialects-languages**

**Guaranteed corporate branding standards**

**Reduce costs and improve efficiencies**

**End to end solution = peace of mind**

# Directed

## Technology

username

password

[forgot your password?](#)

**LOGIN**





Products
Business Cards
Envelopes
Invoices
Letterheads

VIEW PRODCUTS  
HERE OR IN





WELCOME TO YOUR WEB 2 PRINT PORTAL:

Welcome to your Web 2 Print online ordering site. Please select from the choices shown below.

**Main Menu** | Approva Orders | Your Account Information

**PLEASE SELECT BELOW TO GET STARTED.**

**Your Product Categories**

	<a href="#">Business Cards</a>	<input type="button" value="Select"/>
	<a href="#">Envelopes</a>	<input type="button" value="Select"/>
	<a href="#">Invoices</a>	<input type="button" value="Select"/>
	<a href="#">Letterhead</a>	<input type="button" value="Select"/>

**Order History**


<a href="#">View Your Orders, Saved and Place Re-Order</a>	<input type="button" value="Select"/>
<a href="#">View Previously Approved Orders</a>	<input type="button" value="Select"/>


**Your Shopping Cart**


<a href="#">View Your Shopping Cart</a>	<input type="button" value="Select"/>
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## SELECT BUSINESS CARD



**II Legal Media Group Business Card** Select >>  
 Prints on 130lb Gloss Cover Stock 2 sides 4 color process with English on side one and a language of your choice on side two" 500/1000/1500



**II Power finance & Risk Business Card** Select >>  
 Prints on 130lb Gloss Cover Stock 2 sides 4 color process with English on side one and a language of your choice on side two" 500/1000/1500



**II IDC Business Card** Select >>  
 Prints on 130lb Gloss Cover Stock 2 sides 4 color process with English on side one and a language of your choice on side two" 500/1000/1500


**IMN - Information Management Network Business Card** Select >>  
 Prints on 130lb Gloss Cover Stock 2 sides 4 color process with English on side one and a language of your choice on side two" 500/1000/1500


**Institutional Investor Business Card (2 Sided Translation)** Select >>  
 Prints on 130lb Gloss Cover Stock 2 sides 4 color process with English on side one and a language of your choice on side two" 500/1000/1500


**Institutional Investor Business Card (International Style)** Select >>  
 Prints on 130lb Gloss Cover Stock 2 sides 4 color process with English on side one and a language of your choice on side two" 500/1000/1500


**Institutional Investor Business Card (Journals)** Select >>  
 Prints on 130lb Gloss Cover Stock 2 sides 4 color process with English on side one and a language of your choice on side two" 500/1000/1500



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 WanChai, Hong Kong  
 www.institutionalinvestor.com

## DOUBLE CLICK TO

## ENTER

Institutional Investor Business Card (2 Sided Translation) Click here to view PDF

First name: Your  
 Last name: Name  
 Additional 2nd Name: Extra line for long names  
 Title: Your Title 1 \* (Required)  
 Title Line 2: Your title 2 Optional  
 Title Line 3: Optional  
 Phone 1: Office: 555.555.5555 \* (Required)  
 Phone 2: Fax: Optional  
 Phone 3: Fax: Optional  
 Email: ffalcone@investor.net \* (Required)  
 Twitter: mytwitter Optional  
 Address line 1: 1234 Happy Way \* (Required)  
 Address line 2:   
 City: Happy Town \* (Required)  
 State: NY \* (Required)  
 ZIP: 10000  
 Web site: www.institutionalinvestor.com  
 Division/Group (UPPERCASE REQUIRED): MAGAZINE GROUP  
 Translation: French

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## Review PDF



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 ffalcone@investor.net  
 Twitter: mytwitter  
 1234 Happy Way  
 Happy Town, NY 10000

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**MAGAZINE GROUP**

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## PLACE



Welcome Back, Fabio Falcone, Institutional Investor [Log Out](#)

Home | Choose Products | Orders | Approve | Your Profile | Shopping Cart

**STEP 3 of 3 - Review and Proof Your Completed Custom Product.**

Please ensure **YOUR FINAL ARTWORK** is correct before you continue. Once satisfied, please check the **"PROOF APPROVAL"** statement below and then proceed to your shopping cart.

**Products**

- Business Cards
- Envelopes
- Invoices
- Letterheads

**Edit Your Customized Artwork**

[Click here to view your PDF Proof](#)

**Edit Your Order Details**

Division: Institutional Investor  
Name: Institutional Investor Business Card (2 Sided SELF Translation)  
Quantity: 500  
Cost (Ex Sales Tax): \$125.00  
Date: Friday, August 05, 2016  
Instructions or Comments:

**PROOF APPROVAL**

Please review the artwork shown below. If you are satisfied, click the "Approve" button. If you need to make changes, click the "Edit" button.

**3**

REVIEW PROOFS  
MAKE EDITS  
SEND FOR

APPON APPROVAL  
ORDER IS PLACED  
SELECT SHIPMENT

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Home | Products | Orders | Approve | Your Profile | Shopping Cart

**Checkout**

Please review your order details below. To submit your order click "Submit Order"

**Ordered By**

Name: Fabio Falcone  
Email: ffalcone@investor.net  
Phone: 212-224-3761  
Fax: 212-224-3776

**Deliver To**

Your Name  
225 Park Avenue South  
New York NY 10003  
USA  
Your Number

Item #	Date	Qty	Name	Product	Cost
PM23514	Friday, August 05, 2016	500	Your Name	Institutional Investor Business Card (2 Sided SELF Translation)	\$125.00
					<b>Cost of Items \$125.00</b>
					<b>Total \$125.00</b>

**OTHER - FREIGHT OPTIONS**

- No Rush (\$0.00)
- 96 Hour Rush add - (\$50.00)
- 24 Hour Rush add - (\$75.00)

<< Return to Cart | [Submit Order](#) >>

**Directed**  
Directed

Management & Reporting







Today, advancing technologies touch everything we do that goes into every design we print. Our high tech, hands on approach combines technological know-how with an immersive process that fosters a collaboration and partnership between your business and **Directed Online**.

From data metrics to inventory management and automated work-flow systems, technology translates into powerful possibilities giving you real time, total control over every aspect of all of your communications collateral.

The power of cross media transforms target markets into qualified valued customers. We help our customers drive results and increase profits for their business by offering cross media marketing services that help our clients do more with less.

Our integrated marketing services provide real-time views of your campaign's ongoing performance metrics through a fully customizable on-line dashboard. You'll know exactly what's happening and when, giving you the insights and data to skillfully reconnect with your most loyal patrons.

It takes even more than our mix of products and solutions to form the optimal marketing advantages for reaching customers. You also need the one-to-one connection you receive working with **Directed** to attain success in the marketplace.

Real Time Inventory  
Real Time Reporting  
Real Time Adoption

Real Time Proofing  
Real Time Approvals  
Real Time Tracking



Directed  
Directed

Customer Service





## Customer Service

Directed Online takes a people-centric view of your customer experience. Our robust business solutions empowers your agents, brokers, administrative personnel to collaborate, communicate, and carry out their tasks in an easy and efficient manner. Our managed services are dedicated to optimizing your interactions while providing a friendly voice when human interactions are required. We empower your employees to use their iPhones, Ipad's, Notebooks, or any Internet based device when using your on line marketing portal to place orders.

### Sales/Administrative Teams

Our on-line solution allows your team to collaborate on projects with ease. We have taken a complex process and simplified it. Within minutes your beautiful marketing materials, corporate stationary, releases from inventory can be facilitated with a few clicks.



### Users of All Abilities

Our vision is to provide a robust solution which is easy for all users of all abilities to use. We custom fit the solution to your business making all your communications simplified & efficient. Internal customers will find this portal an extension of your branding, making marketing EASY!



### Management Perspective

Whether you're the CEO, CTO Marketing Director, Sales Manager or anywhere in between, your business needs to be able to create marketing materials. Wouldn't it be great if you had access to your assets in real time? Our solution allows all materials the to be accessed seamlessly.



Directed Online provides a wide range of services ranging from commercial and digital printing, direct mail, and promotional items. We then combine all of these services with e-business solutions that encompass warehousing, distribution all specifically tailored to meet your individual needs. Our on-line corporate store will encompass the look of your branding appearing as an extension of your own ordering platform. Authorized users will be able to select from a hierarchy of approved products, personalize, view a proof and forward for approval. These services are available 24/7/365 days a year from any computer or device with an internet connection.



Directed Online

## Back to the Basics Starts With You!

Great creative and effective marketing isn't just about being pretty, it's about being smart. Print by Premier had its beginnings 30 years ago as an afterschool program. Established by a former professional pressman, certified e-marketer and business consultant, our team is built of innovative and creative thinkers who focus their efforts on sustainable and efficient solutions. Your marketing materials will utilize, environmentally friendly inks, FSC certified papers & renewable energy, delivered carbon neutral where possible. Our world-class manufacturing facilities are all committed to providing your firm clear strategies to reduce its carbon footprint! We pride ourselves on exceptional quality, great service with competitive prices. Our commitment will present your firm clear advantages when working with us.

### 3 Basic Questions

Do we really **need** this?

Is this the **best** means of communication?

Do our materials convey an **accurate** message to our audience?



## Our Practices and Equipment

**Directed Online** provides a **wide** range of services, including commercial and digital print, direct mail, warehousing, logistics and e-business solutions – all specifically tailored to match your individual needs. Through the integration of our unique solutions, we can enhance your image, support your marketing initiatives, and make a positive impact on your bottom line. At our core are professional service people who understand the challenges you are faced with every day. Let us help you the next time you have an unrealistic deadline, tight budget, or just have a question.

### Inspiration Ideas Insight

Great creative isn't only about being pretty; it's also about being smart. Our professional services team specializes in providing the total solution. From simplistic designs to complex multi facet marketing collateral kits. We pride ourselves on re-inventing the ordinary and making it excel in any cross media applications in print, email, billboards, video, and direct mail.

### Sustainable Solutions

By partnering with us your projects will be produced responsibly. This starts with utilizing the correct papers, inks, print processes combined with renewable and sustainable resources. Our firm is committed to providing you a clear strategy to reduce your firm's ecological footprint being carbon neutral wherever possible. Being green is smart and it doesn't have to cost more.

### Environmentally Friendly

The Forest Stewardship Council is a non-governmental, non-profit group which promotes responsible management of the world's forests. In our business we use only papers which are FSC certified for print. There are also many other certifications that are important such as SFI, GreenE, ECF, PEFC, which all should be considered and asked for when you are having a project produced. By working with **Directed** we are able to bring all of these services together in our easy to use custom branded e-store. To your employees and customers this will appear as an extension of your own ordering system. Materials ranging from stationery and business cards through personalized marketing materials can be facilitated 24/7/365 days a year all with just 4 very easy steps: **Design-Proof-Approve-Order DPAO™**.

### PrePress-Graphics Department

Fuji Katana 5055 Image Setter  
Heidelberg Flatbed Scanner  
IMac G5 3 each  
CS3 \$ 4  
Quark  
3 Power Mac G4 Dual Processor  
6 Power Macintosh G4  
4 Power Macintosh G5  
Sherpa 24 Contract Matchprint Proofer  
Sherpamatic Digital Blueprint Proofer  
Digital Prep Department  
100/1000 base network CISCO 2 1  
550 Lanovia Flatbed Scanner  
7600 Digital Contract Proofers  
Accuset 1000 Imagesetter  
Agfa Apogee X Workflow  
Agfa Palladio Direct-To-Plate System  
Apple Power-Mac G4 1.5 Gig Processors  
Apple Power-Mac G5 Dual 1 Gig Processors  
Dell Xeon Dual Core Raid Servers  
Epson 9800 & 7800 Proofers

### The Commercial Pressroom

2012 10 Color Heidelberg Perfector 28 X 40 AQ  
2008 6 Color Heidelberg Speedmaster 28 X 40 AQ 2005  
6 Color Komori Lithrone 20 X 28 AQ  
2004 6 Color Heidelberg Speedmaster 28 X 40 AQ  
14 X 20 5 Color Komori Lithrone With Console 14 X 20 2  
Color Heidelberg GTO 14 X 20  
2 Color Hamada 665 Envelope Press  
Ryobi 9985 12x18 True Two Color  
Ryobi 3200 12x18 With T-Head

### The Digital Pressroom

Xerox IGEN 4, Max image size 14" x 26"  
Heidelberg Quickmaster Max image size 12.375 X 18.25  
HP Indigo 5500 13" x 20" 5 color  
Muller Martini Perfect Binder  
28 X 40 MBO Folding & Collation Equipment  
Drilling, Punching, **Perfect Binding** & Full Bindery

### Wide Format Printing

EFI Vutek GS 2000 Series  
Hewlett Packard 5500 Series & Epson Stylus Pro Series  
Zund Wide Format Printer and Laser Cutter  
Substrates Available: Foam Core, Gator Styrene Outdoor  
Mesh, Light Box, Dura-Trans, Window Displays Building  
Wraps, Posters, Signage, Banners  
**Foil Stamping, Letterpress, Mounting, Engraving  
Die-Cutting, Specialty Wrapping & packaging**

# Digital On-Demand Printing Solutions

Digital technology has changed the way campaigns are planned, produced and distributed. We give our clients the tools they need to craft compelling and influential campaigns, along with the information they need to deliver on-point messages to the right audience. We offer the latest in digital printing technology, and our team of professionals can discuss a wide range of direct marketing options to make sure our clients get the most out of their marketing campaigns and their budgets.

## Financial Printing

The unique needs and tight deadlines of the financial industry require strategy, scrutiny and immediacy. We employ both digital and offset solutions to deliver personal portfolios, document private offerings and handle the gamut of proxy statements, annual meeting notices, 10k's, 10q's and annual reports. **Directed** specializes in the composition and production of EDGAR documents for delivery to the Securities and Exchange Commission, with the utmost attention to deadlines, legality and accuracy. We've become leaders in financial printing by providing our clients with the immediacy of on-demand document solutions and helping them maintain current materials without overprinting costs.



**HP Indigo press 5500**

# Specialty Printing Solutions



## Xerox® iGen4™ Press

New levels of image quality, automation, and productivity for new levels of success.

### The right way is the Right way.

For printers around the world, the right way to digital printing success has been with Xerox by their side as a trusted partner. And we realized long ago that it takes a complete solution to achieve the levels of success you're striving for.

It takes the Right solution—a solution made up of the **Right Technology**, the **Right Workflow** and the **Right Business Model™**.

iGen4 is the Right Technology. Used in conjunction with the workflow solutions

### Image quality. So you can compete with anyone and win.

What difference does outstanding image quality make to your business? All the difference in the world.

It's the difference between looking out at the horizon for new sources of business and looking up—up at higher value applications like high-end collateral, direct marketing and photo-based products and up as your business continues to raise the bar.

iGen4™ elevates your business by elevating your image quality through innovative technologies such as **Auto Carrier Dispense**, **Auto Density Control**, and the tremendous capabilities that are made possible by the **Inline Spectrophotometer**.

iGen4 color is commercial quality color. And that opens up a world of possibilities for your customers to print virtually anything in digital color and for you to reap the benefits.

### Automation. Achieve great results faster today than yesterday.

It begins before the job ever reaches iGen4. With the addition of **Xerox FreeFlow Process Manager®**, workflow processes automate job submission and time-consuming prepress steps to move more jobs through your shop and allow you to build workflows once and use them again and again, maximizing ROI.

And automation—and improvement—continues at the press itself with innovations that remove operator intervention, guesswork and time from the process of achieving great color. Tasks that used to take the attention and time of a dedicated press operator now happen with the push of a button.

The result is more uptime, more consistency and more profit than ever.

### Productivity. More of everything that matters to your business.

Productivity comes when you mix more uptime and output with less time and effort.

iGen4 is simply the world's most productive digital press. It provides more high-value output with less time-consuming manual processes.

Throw in a dose of the industry's best digital image quality and what does that mean for your business? 25 – 35% gains in everything that matters to your business—jobs through the shop, satisfied customers, profit.

Any way you look at it, that is productivity.

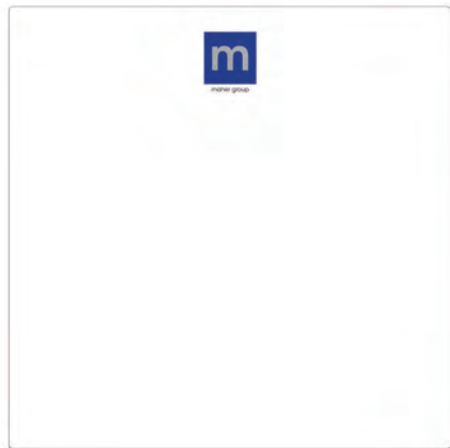
# Specialty Print Projects



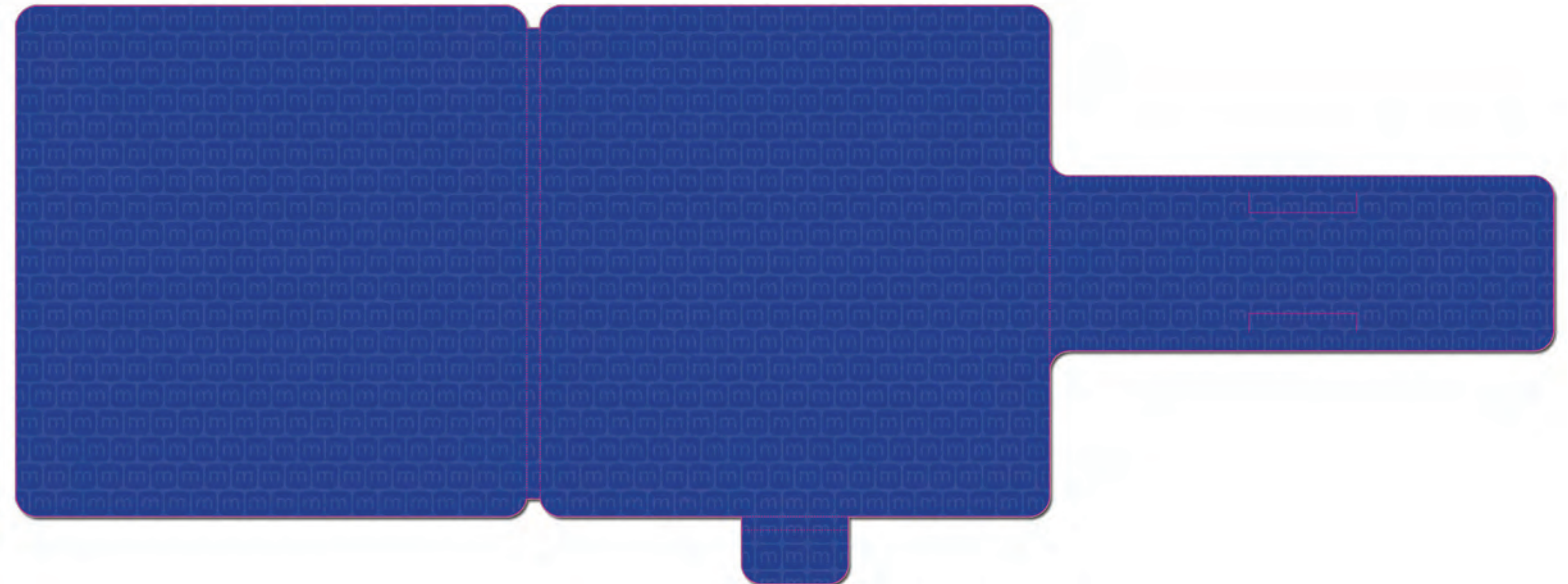
Business Cards  
Die Cut  
Square with Rounded Corners  
Embossed two level  
Foil Stamping



Marketing Folder  
Die Cut  
Square with Rounded Corners  
Embossed Two Levels  
Foil Stamping  
Magnetic Closure

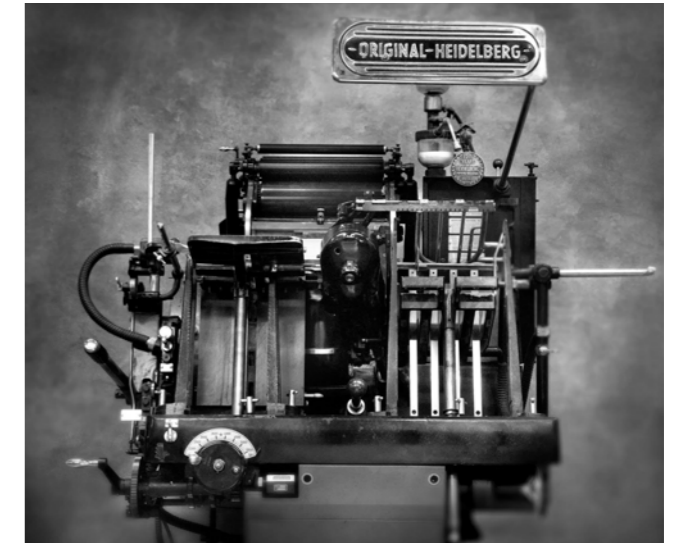


Letterhead  
Die Cut  
Square with Rounded Corners  
Translucent Paper  
Foil Stamping





# Specialty Print Equipment





Whats on your  
**INSIDE?**

See  
**OUR'S**

# Case Studies

## Rebrand for Citrin Cooperman Wealth Management

**Citrin Cooperman rebrand challenge:**  
Citrin Cooperman Wealth Management came to us looking to rebrand themselves and to apply that to new print collateral. Their old logo was out-dated and did not serve their needs well



## Johnson & Johnson's Listerine Zero brand promotional launch

**The Johnson & Johnson Listerine dilemma:**  
Johnson & Johnson contracted a designer to produce a targeted promotional box for Listerine Zero (a new Listerine product) to be sent to an exclusive group of beauty editors. The J & J branding team had very clear brand guidelines, including color palettes, typography, logo lock-ups and other visual guidelines. Unfortunately, the design team they hired to create the box had all but disregarded these brand guidelines. They came to us in search of a solution after hearing about our reputation.

**The Directed Online solution:**  
We rolled up our sleeves and followed our motto: never approach design before immersing yourself in a client's complete brand and always research everything related to that brand. Putting pen to paper (or mouse to screen) is the final step in any concepting, not the first.

**Our solution was strong, on brand, and a big success:**



## Rebrand for POTS and Capital Campaign

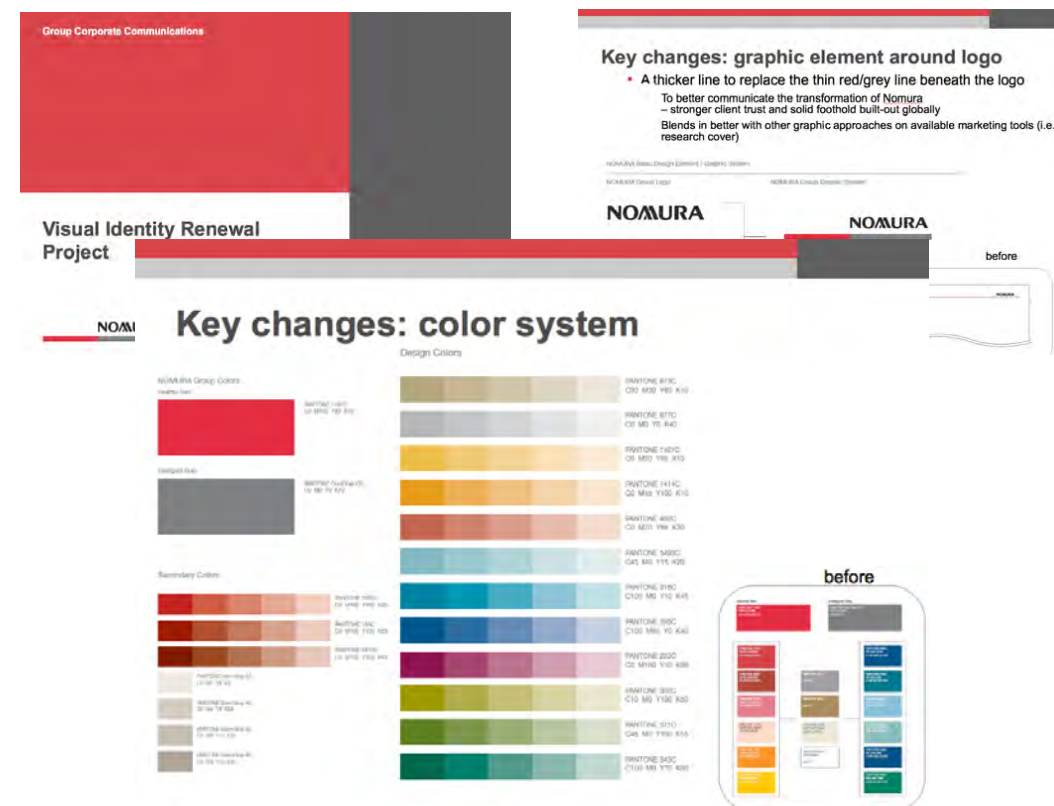
POTS (Part of the Solution), a social services organization in the Bronx, was seeking to rebrand their current logo and collateral. They also needed a capital campaign look with a distinct look and accompanying collateral, as well as a small, consolidated brand standards document. We delivered solutions that resonated with their clients and donors that expressed their core values.



## Rebrand for Nomura

### The **Directed Online** solution:

We worked with the client to generate proofs and output based on a multitude of sample papers, test prints and variations of logo's and brand identity materials till it was perfected



# Marketing & Branding Projects

## PORTFOLIO

“Good design has the power to affect sustainable behavior and bring about cultural change that impacts our planet, populations and our future.”

- THE LIVING PRINCIPLES, produced by AIGA

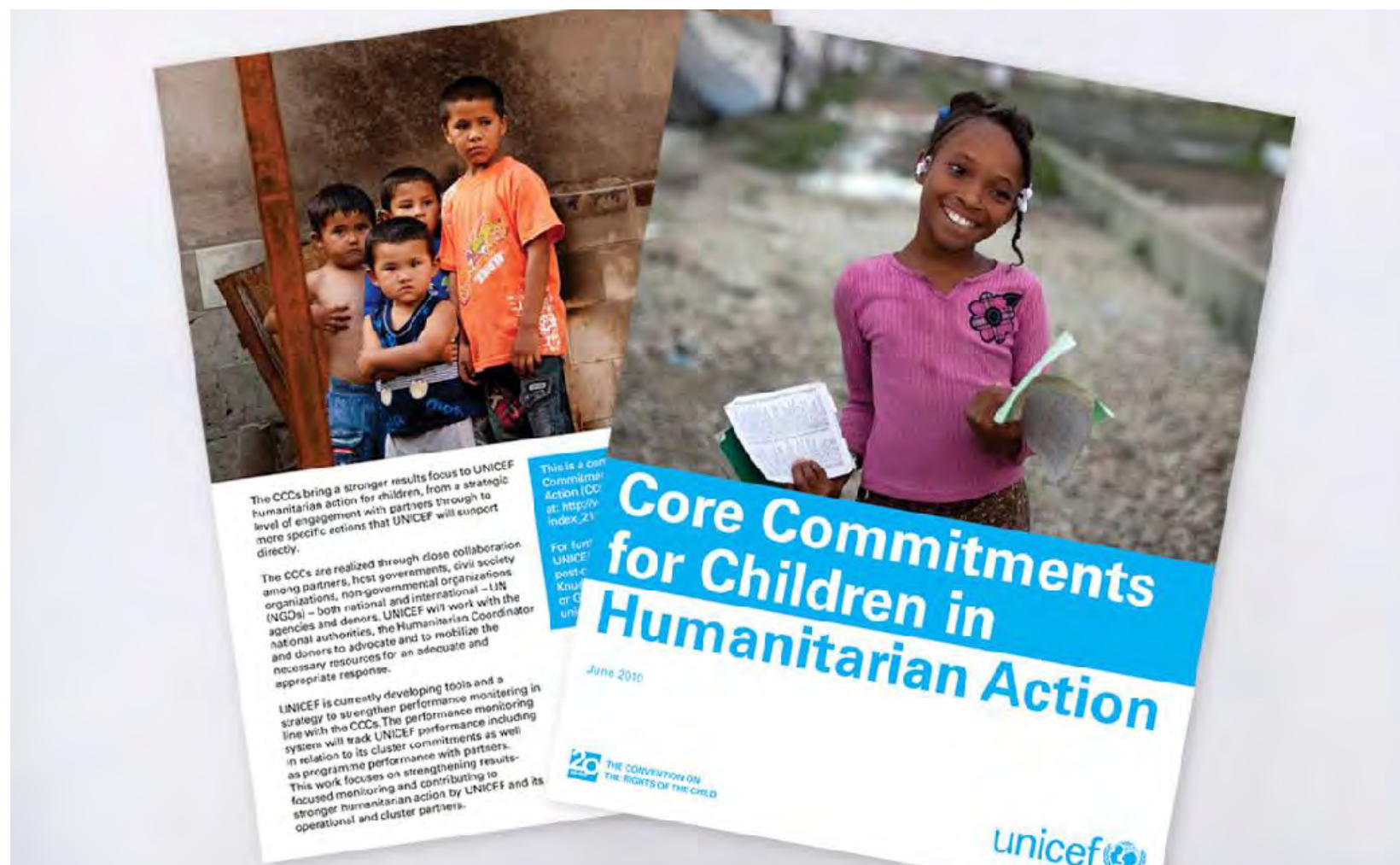




## History/Portfolio

Branding  
and Collateral

UNICEF  
Capabilities brochure







## History/Portfolio

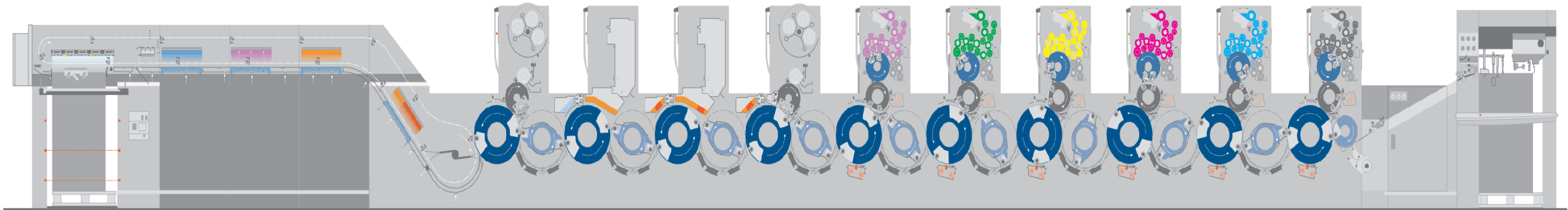
## Branding and Collateral

## Cuttone & Company

Complete brand identity  
design, business papers,  
folder, brochure and  
web design







History/Portfolio

Branding and Collateral

Fountain House  
Employment Brochure  
and Event Posters



"In early February 2010, I ran into Richard Megras of (Fountain House's) Employment Initiatives and he told me about a position that was available at a law firm called Baye Schuler. The shift was 7:30 AM - 4:00 PM. Richard brought me over for an interview there. The right away that I had the job. Richard took me over to train me. It's a great service job. He told me that he was able to tell me in a few days that I was right for the job... Now I've been there eight months. I like it. They work me hard, but I like the challenge and I like working indoors."

JOB BY: RICHARD MEGRAS | Baye Schuler, LLP



"Mental illness and family dysfunction threw a wrench into my plans. For many years, I struggled and struggled but was unable to make any progress due to my lack of daily living skills and sense of alienation from the work world and society at large. Over the past couple of years, I have slowly been able to get my life back together: enrolling in college and exploring the world of work again. Working at Newark Knight Frank has given me the opportunity to be a part of society again, the skills necessary to advance my career after I finish college and the financial support I need to do so."

JOB BY: FRANK | Newark Knight Frank





## History/Portfolio

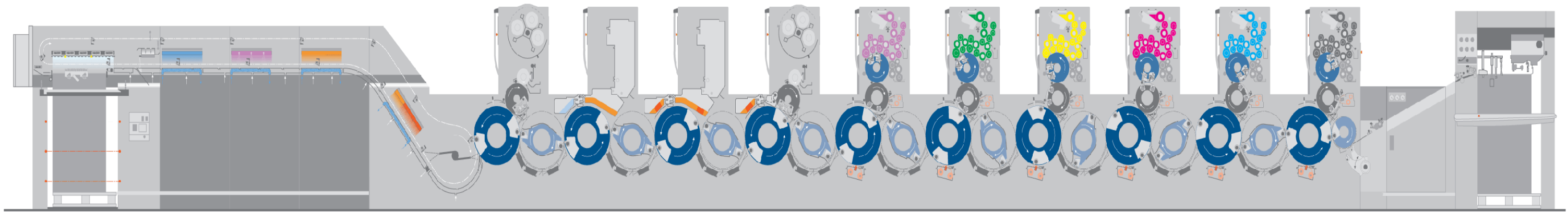
Branding  
and Collateral



## Focus Integrated Fitness

Complete brand identity  
design, folder, brochure  
and business papers





## History/Portfolio

## Branding and Collateral

### Citrin Cooperman Wealth Management

Complete brand identity  
design, folder and  
business papers





## History/Portfolio

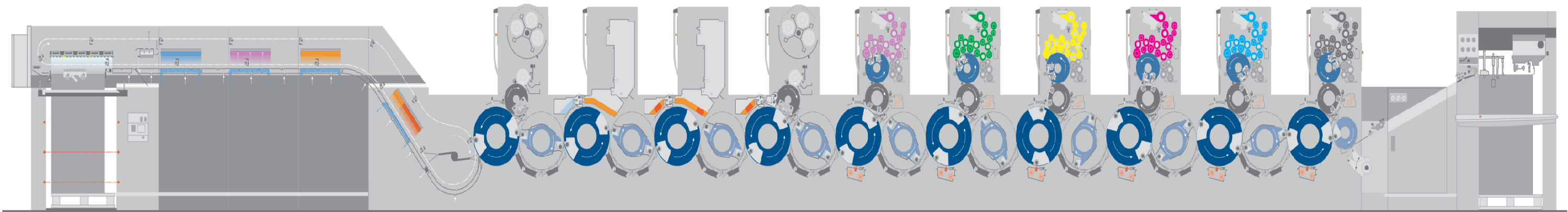
## Branding and Collateral

Johnson & Johnson /  
Listerine Zero Brand

Promotional packaging

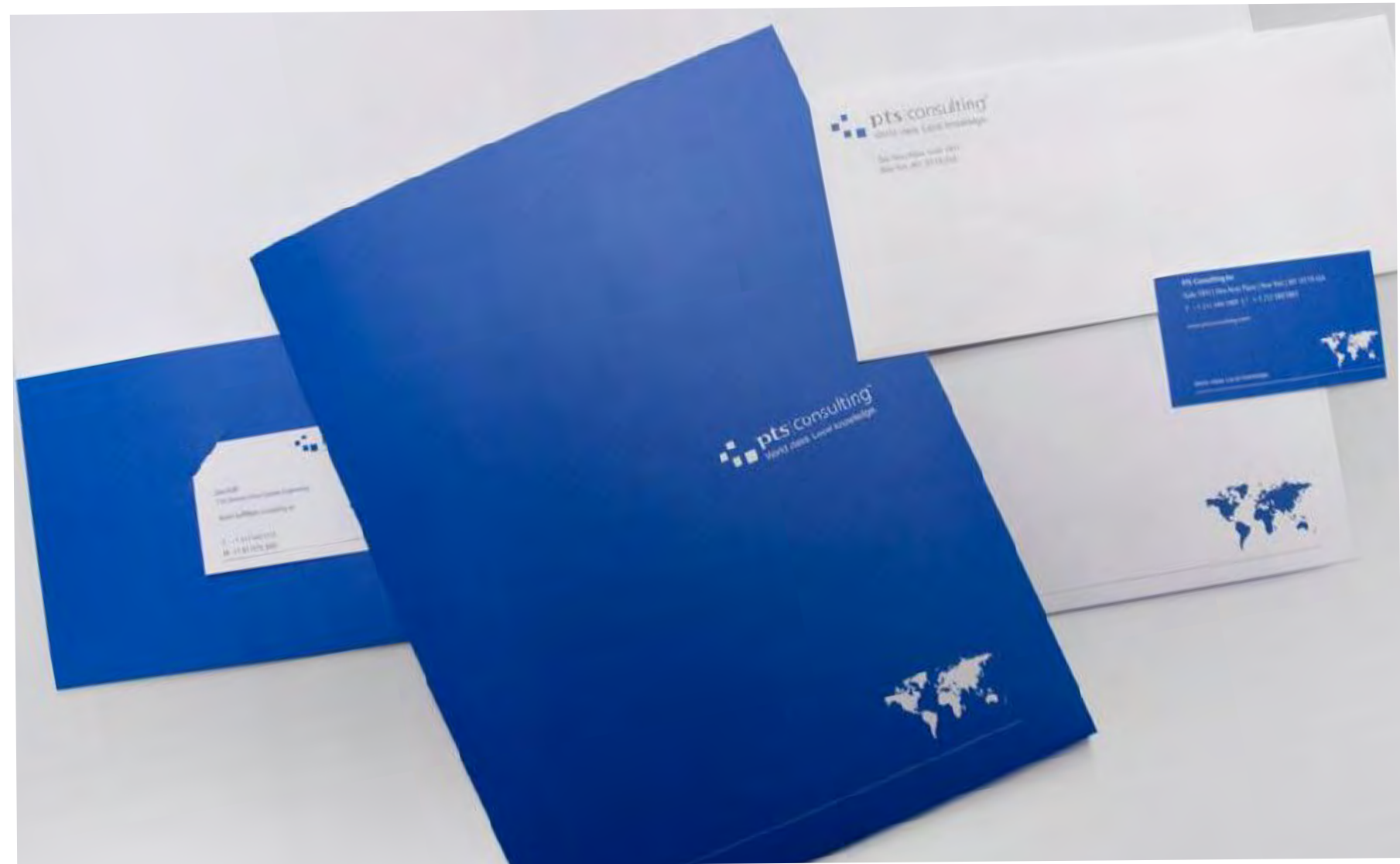
*Designed to be an exclusive promotional box for beauty editors to introduce the new Listerine product.*





### History/Portfolio

Branding  
and Collateral



**PTS Consulting**  
Design of folder,  
business cards and  
business papers



Large Format Exhibitions



Mercedes Benz/OSK  
Promotional Exhibition  
Creation and production  
of event signage and  
exhibition artwork





Large Format  
Exhibitions  
Video



# 2 10 Color Perfectors by Heidelberg



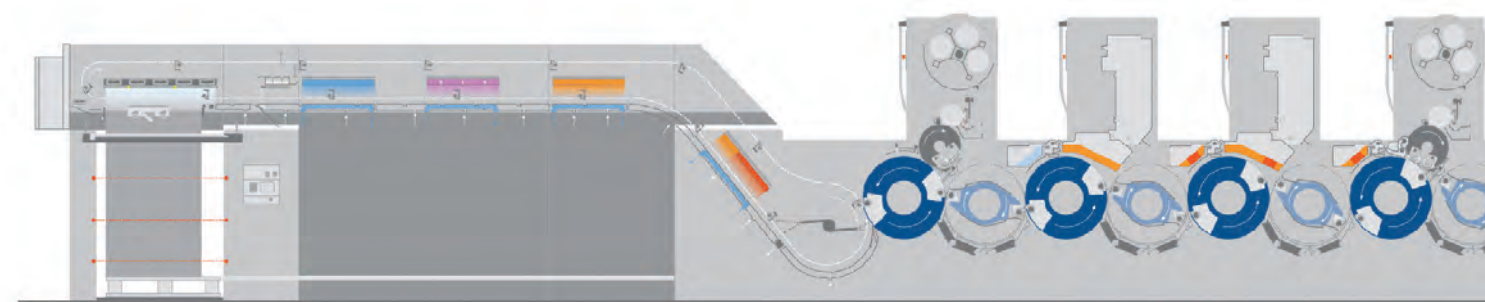
CREATE



DESIGN



PREFLIGHT





# 10 Micron Stochastic Print Carbon Neutral



PRESS CHECK



PRINT



FINISH



XX%  
TOTAL RECOVERED FIBER  
ALL POST-CONSUMER FIBER



ELEMENTAL CHLORINE FREE



An ice cave with a climber and various gear. The cave is illuminated with blue and purple lights. A climber in a yellow jacket is seen climbing a rope in the distance. The walls are covered in ice blocks and framed pictures. The floor is covered in snow and ice. The word 'Promo' is written in large, bold, blue letters across the center of the image.

Ice Climbing Gear  
Swiss Army Knives  
Compass  
Outdoor Tents  
Rain Jackets  
Windbreakers  
Umbrellas  
Gloves & Scarfs  
Insulated Socks  
Thermal Hats  
Thermal Canteens  
Survival Kits  
Flash Lights

Promo

*and just about anything you can imagine!*

*Santa has his workshop*



tional

*we have OURS!!!*

Golf Balls & Tee's  
Sunglasses  
Polo Shirts  
DryFit Shorts  
Sunscreen  
T-Shirts & Hats  
Thumb Drives  
Paper Weights  
Beverage Cups  
Custom Pens  
Note pads  
Tangle Hubs  
Board Games  
Playing Cards  
& more.....



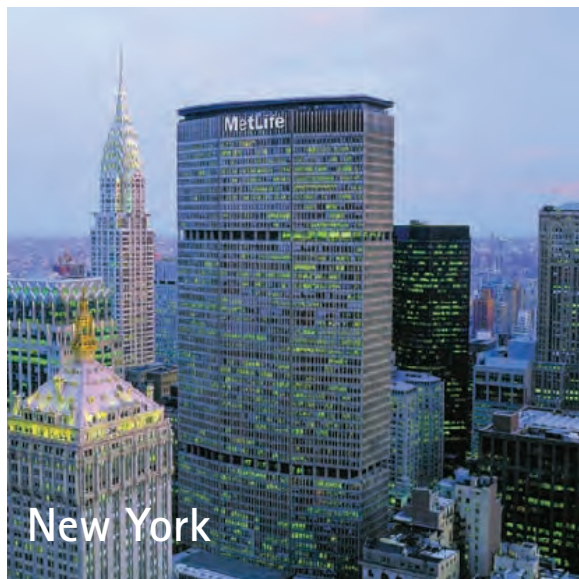


GM90511  
GM90512  
GM90513



# Doing Business Globally Made Easy

Directed Online maintains relationships in countries where many of our clients have corporate offices, host events, have presentations which require expertise delivered in an expeditious manner. We pride our selves on being efficient, easy to interact with ,always being conscience of the environment keeping your budget in mind.



# 35 Years of Service

People helping People





# Responsible Solutions

**Directed Online** is committed to supporting the highest social and environmental standards. The Forest Stewardship Council (FSC) is a non-profit organization devoted to encouraging responsible management of the world's forests. The use of FSC-certified paper and print products contributes to conservation, responsible management and community-level benefits in regions that depend on the lumber industry.

## Biolocity

Biolocity is an innovation in environmentally responsible sheetfed ink technology that delivers superb lithographic performance, press productivity, and print quality with extremely low levels of volatile organic compounds. Biolocity sets a new industry benchmark for green formulation technology with the incorporation of high percentages of bio-derived, renewable raw materials.

## Environmental Benefits of Biolocity

- Essentially 100% solids formulation with extremely low VOC content (typically 2-3 % by EPA method 24)
- Formulated with 30% or more vegetable oil
- Does not contain any petroleum-derived ink solvent
- Product contains a minimum of 55% bio-derived, renewable, and sustainable raw materials
- Environmentally responsible technology for printers looking to operate a greener pressroom

## Performance Benefits of Biolocity

- Outstanding lithographic performance on a wide variety of porous substrates
- Extremely fast setting and drying performance provides substantial reduction in time to bindery, a critical factor in today's short run and time-sensitive market
- Highly press-stable formulation reduces make-ready time and color drift during runs, resulting in less printed waste
- Stays open on the rollers overnight and for one week in the ink fountain
- Delivers a rub resistant, durable printed product on a broad range of papers and boards
- Suitable for aqueous coating, UV coating (off-line), and lamination
- Conforms to ISO 2846-1 color standards, allowing the printer to run to ISO 12647-2 and G7 specification in the pressroom





FSC-Forest Stewardship Council is a nonprofit entity that supports environmentally appropriate, socially beneficial and economically viable management of the world's forests.



Sustainable Forestry Initiative is based on the premise that responsible environmental behavior and sound business decisions can co-exist.



Green-e Encourages the deployment of electricity products that minimize air pollution and reduce greenhouse gas emissions.



Indicates that paper contains recycled fibers. This can include fiber from three sources. Most manufacturers use virgin fiber, which comes directly from trees; Pre- Consumer Waste; and Post Consumer Waste.



Programme for the Endorsement of Forest Certification is a nonprofit, nongovernmental organization that works with forest managers, paper and timber companies to assure the world's forests are managed sustainably.



Elemental chlorine was the most widely used bleaching agent for pulp. Improved technologies have been developed that eliminate these harmful methods from the bleaching process





## Recycling 1 Ton of Paper Saves

- 17 mature trees
- 7,000 gallons of water
- 3 cubic yards of landfill space
- 2 barrels of oil; and
- 4,100 kw hours of electricity (enough to power a home for 5 months)

## Paper Facts

- 500,000 – number of trees cut down to produce each week's Sunday newspapers
- 25,000,000 – number of trees saved a year IF every American recycled just 1/10 of their newspapers
- 75,000 – number of trees saved recycling a single run of the Sunday New York Times
- 250,000,000 – number of trees saved if all our newspaper was recycled
- The average American uses 7 trees a year
- 1 Billion – estimated number of trees worth of paper thrown away every year in the US
- 85,000,000 Tons - amount of paper Americans use per year
- 17 trees saved can absorb a total of 250 pound of carbon dioxide; burning 17 trees would create 1500 pounds of carbon dioxide
- More than 56% of paper consumed in the US in '07 was recycled! That equals 360 pounds for each person in the Country!
- 400 paper mills use recovered materials for their paper producing process

## Great Green Paper Questions

### Are we running out of trees in the U.S.?

No; in fact, there are more trees in the U.S. today than there were 70 years ago. Every day the paper and forest products industry plants more than three times the number of trees than are harvested

### How many trees are planted each year in the U.S.?

Over 2.5 billion trees are planted in the U.S. each year. The forest community plants over 1.5 billion of these trees; that's an average of 4 million new trees planted every day by the forest community.

### Are we cutting down more trees in the U.S. than we're planting?

No. In fact, forest growth has exceeded harvests since the 1940s.

### What percentage of the world's wood is used each year to make paper?

Only about 17% of the 3.3 billion cubic meters of wood consumed worldwide each year is for papermaking, and much of this wood is in the form of wood chips and other residue left behind from sawmill operations. Over half of the wood harvested in the world is used for fuel, mostly for cooking and domestic heating.

Will recycling paper help save the tropical rain forests? The trees that grow in the tropical rain forests are rarely harvested to make paper. The deforestation occurring in the tropical rain forests is mainly due to population pressure. In the world's under-developed nations, more than 90 percent of the deforestation occurs because of the demand for increased agricultural land and/or firewood.

### Does cutting down trees for papermaking lead to deforestation?

No. Deforestation is the permanent clearing of trees for purposes such as creating farmland and pasture land, for commercial and residential development, or for any other use for which trees are cut and not allowed to grow back. Paper companies and others in the forest products industry are actively reforesting. They not only allow trees to grow back, they actually encourage new growth by replanting and caring for new trees, and by creating forest land in areas where it previously did not exist. Unfortunately, deforestation is occurring in many parts of the world, especially in the tropics. This deforestation is mainly due to population pressure. In most of these cases, forests are cut down and burned for domestic fuel (heating homes and cooking) or to clear land for farming.

### How much of a harvested tree is actually used? Is any part wasted?

The forest products industry has found uses for almost every part of a tree, so virtually the entire tree is used. For instance, lumber and building products can be made from the trunk, primarily from large trees whose diameters are greater than 8". The remaining wood is recovered in the form of trimmings and wood chips, and is used to make paper. The natural chemicals within the wood chips are recovered and made into useful products such as turpentine, plastics, food flavorings, and photographic film. The bark of the tree is ground or chipped to make garden mulch, or it can be burned in a furnace to generate energy to run a paper mill. Leaves, needles, and small branches are generally left in the forest to replenish the soil by adding valuable organic matter. This also helps to hold water and prevent excessive run-off on the forest floor.

## Paper vs. E-Waste Computers and Electronics

- The amount of electricity to run a computer for only five months could produce enough paper for the average person to use for an entire year.
- Paper is biodegradable and nearly 60 percent of all paper in the U.S. is recycled.
- Only 18 percent of all electronic devices are currently recycled and e-waste constitutes the single largest waste export in the U.S.

### Is "e-waste" considered hazardous?

Certain components of some electronic products contain materials that render them hazardous, depending on their condition and density. For instance, California law currently views nonfunctioning CRTs (cathode ray tubes) from televisions and monitor as hazardous.

### What should I do with my electronic discards?

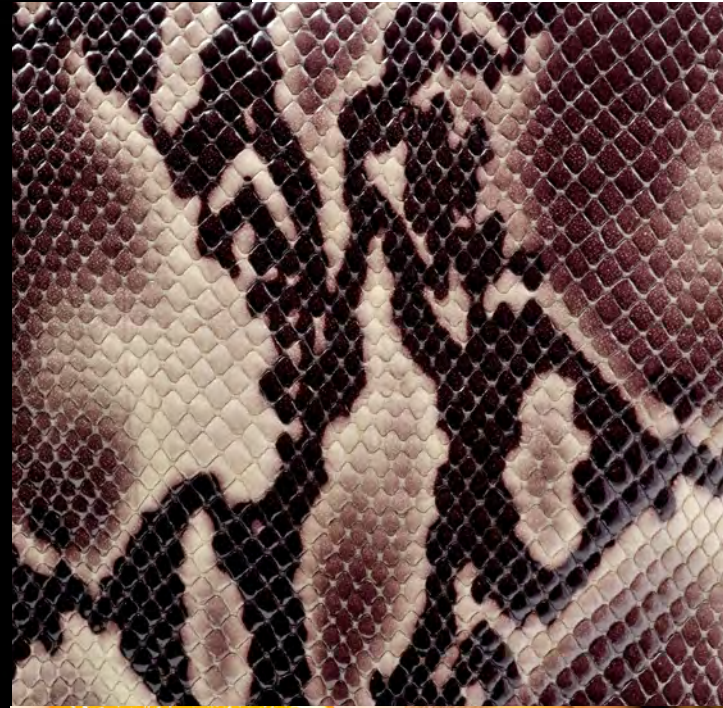
The mantra of "Reduce, Reuse, Recycle" applies here.

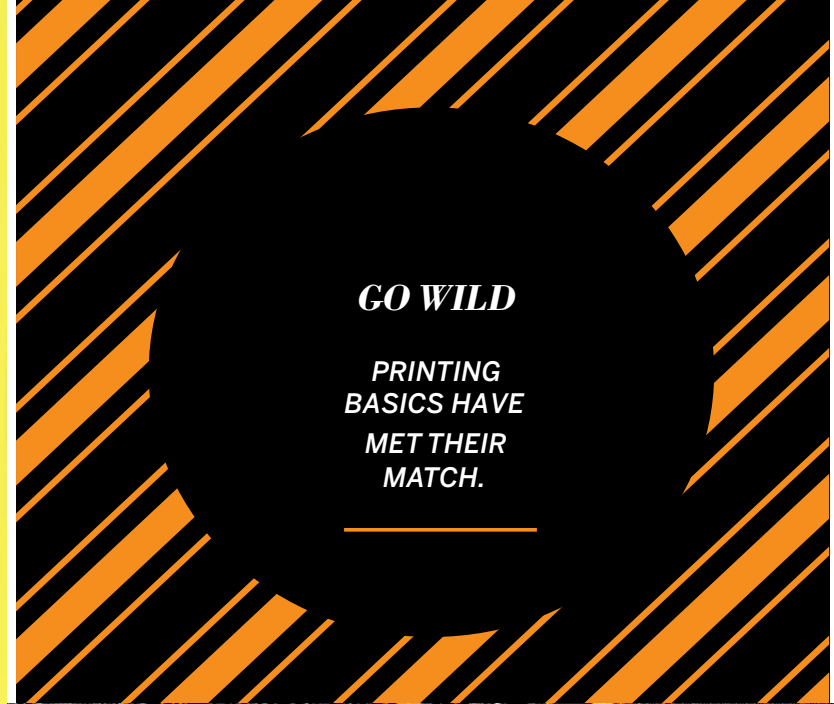
- Reduce your generation of e-waste through smart procurement and good maintenance.
- Reuse still functioning electronic equipment by donating or selling it to someone who can still use it.
- Recycle those components that cannot be repaired.

To find an organization that reuses or recycles electronics, search the Electronic Product Management Directory (EPMD).



Look for our  
Directed Publication called  
**"EXPRESSIONS"**  
Coming Soon







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